



# **Wyman's Teen Outreach Program®**

## **Style Guide**

### **2012**

**WYMAN: Real Teens. Real Life. Real Results.**

<http://www.wymancenter.org>

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## **Introduction**

Wyman is proud to work in partnership with each of the partners in the National Network. We believe that the partnership between Wyman and its certified replication partners can have powerful marketing and fundraising results for all of us. We believe that building recognition of Wyman's Teen Outreach Program® and respect for the TOP® "brand" is critical to the successful replication of Wyman's Teen Outreach Program® on a national scale.

Wyman has worked very hard to establish the brand that we have today. We are committed to maintaining brand consistency across all partner organizations.

This style guide serves as a reference for Certified TOP® Replication Partners creating materials associated with their replication.

## Program Name, Related Terms, and Description

**Reference Wyman's Teen Outreach Program® as follows:**

### Verbal References

- First reference: Wyman's Teen Outreach Program®
- Subsequent references may include Wyman's TOP® or TOP®

### In Written Materials

- First reference: Wyman's Teen Outreach Program® (TOP®)
- Subsequent references may include: Wyman's TOP® or TOP®

The registered trademark must be used. In Microsoft Word, find it under "Insert," then "Symbols" or you can type (R) directly after TOP to automatically create the ® symbol.

**Refer to your agency/organization and provider organizations as follows:**

- Certified Replication Partner in Wyman's National Network
- Certified Replication Partner of Wyman's Teen Outreach Program® (TOP®)
- TOP® Provider

**Refer to TOP® participants** as "teens," "teenagers," "young people," "young adults," or "youth." Do not use "kids" or "children."

**Describe TOP® as follows:**

Wyman's Teen Outreach Program® is comprehensive, evidence-based youth development strategy that promotes the positive development of adolescents through a combination of curriculum-guided group discussion and volunteer service learning.

**Refer to the curriculum as follows:**

- Teen Outreach Program® Changing Scenes Curriculum©
- TOP® Changing Scenes Curriculum©
- Changing Scenes Curriculum©

The copyright symbol must be used. In Microsoft Word, find it under "Insert," then "Symbols" or you can type (C) directly after Changing Scenes to automatically create the © symbol.

**Describe the curriculum as follows:**

Wyman's Teen Outreach Program® uses four flexible levels of curriculum, as well as an integrated community service learning guide. The four levels of curriculum are age-appropriate to the needs of adolescents ages 12-17, are designed to be interactive and engaging, and cover a wide variety of developmental topics of interest to teens.

Core activities across the curriculum levels include values clarification, relationships, communication/assertiveness, influence, goal-setting, decision-making, adolescent development and sexual health, and community service learning.

*For Example...Do & Don't Scenarios*

August Middle School is implementing a comprehensive afterschool program, Awesome Afterschool, which includes TOP®, tutoring, and mentoring.	
Do:	Don't:
August Middle School is proud to present Awesome Afterschool. Awesome Afterschool will include tutoring in math and integrated sciences under the leadership of Ms. Jones, mentoring coordinated by Mr. South, and Wyman's Teen Outreach Program® (TOP®), facilitated by Mr. Judy. August Middle School is a Certified Replication Partner for TOP®, which is a comprehensive, evidence-based youth development strategy that promotes the positive development of adolescents through a combination of curriculum-guided group discussion and volunteer service learning.	August Middle School is proud to present Awesome Afterschool. Awesome Afterschool will include tutoring in math and integrated sciences under the leadership of Ms. Jones, mentoring coordinated by Mr. South, and youth development taught by Mr. Judy, which will promote positive development through an evidence-based curriculum and service learning.
Awesome Afterschool has had a great year! Teens enjoyed tutoring sessions, activities with their mentors, and participation in Wyman's Teen Outreach Program®, where they have done community service learning and lessons on goal-setting, peer pressure, and decision making. Teens in the sixth grade TOP® club built a garden at a homeless shelter as their service learning project.	Awesome Afterschool has had a great year! Teens enjoyed tutoring sessions, activities with their mentors, and participation in community service learning and lessons on goal-setting, peer pressure, and decision making. Teens in the 6 <sup>th</sup> grade youth development class built a garden at a homeless shelter.



**FAQ:** Is it okay for teens to have a nickname for their group?

We know that it is fun for teens to come up with their own identifier (ex: Wednesday Warriors) and that having nicknames can make managing multiple programs at the same site easier! It is fine for teens to choose a fun identifier, as long as it's truly a nickname, not a rename. Printed materials, media references, etc. should still reference TOP®, in accordance with this style guide.

# Wyman's Outreach Program® Logo

## Co-Branding Requirements

Use Wyman's Teen Outreach Program® logo on:

- Your web page, with a link to [www.wymancenter.org](http://www.wymancenter.org)
- Materials that you create for your replication of the Teen Outreach Program® (including but not limited to flyers, emails, newsletters, t-shirts, etc.)

## Wyman Logos

The following logos are approved for use and cannot be altered or modified under any circumstance.




Please contact Wyman if you need a higher resolution logo for marketing materials.



**FAQ:** Should we use the logo on our t-shirts?

Yes! The logo should be used on printed materials, including t-shirts. Place it next to the logo for your partner organization. While it is acceptable for teens to design a graphic or image for t-shirts, please note that they may not “redesign” the TOP® logo to take the place of the official program logo.

*For Example...Do & Don't Scenarios*

United Way of St. Louis is a Certified Replication Partner.	
<p><i>Do:</i></p> 	<p><i>Don't:</i></p> 
<p><i>Do:</i></p> 	<p><i>Don't</i></p> <p>T. ackling O. ur P. otential</p>

## Marketing Templates and Photos

Wyman will make some PDF materials available for use (for example, a printer-ready brochure) and will post these on TOPnet Online. Partners may use these materials “as-is” or customize them for use in their communities.

Please note that teen images in Wyman-prepared materials may *only* be used in the exact PDF form in which they are made available. You *cannot* copy and paste these teen images and use them in other contexts.

Wyman will make available templates for welcome letters, fliers, and other materials that do not include photos or that include boxes for adding photos. You can highlight great photos from your organization in these contexts. Please ensure that you follow your organization’s policy on photo consent and use.

## Wyman's TOP<sup>®</sup> Outcomes, Data, and Content

**Generally refer to TOP<sup>®</sup> as an evidence-based practice as follows:**

TOP<sup>®</sup> has proven effective in increasing academic success and preventing teen pregnancy and other negative behaviors among program participants, while strengthening resiliency and building self-efficacy.

**Reference specific outcomes as follows:**

TOP<sup>®</sup> has demonstrated the following results:

Evidence Based Outcomes:

- 52% Reduction in the risk of suspension\*
- 60% Reduction in the risk of course failure\*
- 53% Reduction in the risk of pregnancy or fathering a child\*

Observed Outcome:

- 60% Reduction in the risk of school dropout\*\*

When using outcome statistics, you must cite the following sources:

\* Allen, J. P. & Philliber, S. (2001) "Who Benefits Most from a Broadly Targeted Prevention Program? Differential Efficacy Across Populations in the Teen Outreach Program." *Journal of Community Psychology*, 29 (6), 637-655.

\*\*Allen, J. P., & Allen, C. W. (September, 2009). *Escaping the Endless Adolescence: How We Can Help Our Teenagers Grow Up Before They Grow Old*. New York: Random House.

Best Practice Listings:

- Advocates for Youth
- Annie E. Casey Foundation
- Child Trends
- Horizons Social Solutions (United Nations, Horizons, Yale University)
- Institute of Youth Development
- Model Programs Guide (for the Office of Juvenile Justice and Delinquency Prevention)
- National Collaboration for Youth
- National Dropout Prevention Center (with Clemson University)
- National Institutes of Medicine
- Office of Adolescent Health (US Department of Health and Human Services)
- Rand Corporation - Promising Practices Network
- SAMHSA's Registry of Evidence-based Programs and Practices (NREPP)
- The National Campaign to Prevent Teen and Unwanted Pregnancy



## **References to Data Tracking:**

Teens are required to complete pre and post surveys; a facilitator from each club is required to take mid-year and end of year surveys.

Metrics measured include:

- Course(s) Failed for Year
- Received Failing Grade(s)
- Suspension(s)
- Cutting Class
- Been Pregnant or Caused Pregnancy
- Drop Out(s)
- Self-efficacy
- Pro-social Attitudes
- Positive Relationships with Club Facilitator/Belonging to a Positive Peer Group
- Physical Safety
- Emotional Safety
- Engagement in Community Service
- Positive Attitude Toward Service
- Increase in Planning and Goal-setting Skills
- Confidence in Tackling Challenges during Projects

## **How to Describe Wyman**

**Please describe Wyman as follows:**

Wyman Center is a nonprofit organization based in St. Louis, Missouri that partners with communities to provide teens with the supports and opportunities they need to survive AND thrive in life, with programs proven to get real results. In 2005, Wyman became the owners and national replicators of the Teen Outreach Program<sup>®</sup> (TOP<sup>®</sup>).

### *Wyman's Mission*

To enable teens from disadvantaged circumstances to lead successful lives and build strong communities.

### *Wyman's Vision*

To foster communities where every teen is expected and supported to thrive in life, work and learning, so that they may become economically self-sufficient, leaders in their communities and, ultimately, break the cycle of poverty.

# Create and Use a Boilerplate Statement Featuring Wyman's National Network

## What is a boilerplate?

A boilerplate is a brief, ready-to-print statement that goes at the end of every media release. It should clearly state the mission of your organization and your website. Including information about Wyman's National Network in your organizational boilerplate can heighten the community's awareness and approval of Wyman's TOP® and your role as a certified replication partner.

## Sample boilerplate wording

- [Organization name], a Certified Replication Partner in Wyman's National Network ...
- For more information, contact xxx. [Organization name] is a Certified TOP® Replication Partner in Wyman's National Network.
- [Organization name], a non-profit 501(c)(3) organization and Certified Replication Partner in Wyman's National Network, is one of Missouri's largest family counseling agencies dedicated to preventing and treating child abuse and neglect. Established in 1974, the agency has served more than 100,000 children and family members. For more information visit [www.website.org](http://www.website.org).
- [Organization name] is a non-profit organization dedicated to the prevention of child abuse and neglect. It is a temporary safe haven for children whose families are experiencing crisis. Learn more online at [www.website.org](http://www.website.org). [Organization name] is a Certified Replication Partner in Wyman's National Network.

## Wyman Center's boilerplate

You may include the Wyman Center boilerplate after your organization's boilerplate in media releases regarding Wyman's Teen Outreach Program® in your community. The boilerplate is:

Wyman Center is a St. Louis based nonprofit that partners with communities to help teens thrive. Organizations across the country are joining Wyman's National Network to foster communities where every teen is expected and supported to succeed in life, work and learning through programs that get real results. For more information visit [www.wymancenter.org](http://www.wymancenter.org).

## Wyman Glossary of Terms

**Certified Replication Partner:** A Wyman recognized Replication Partner functioning at contractual and programmatic fidelity that has completed the five (5) day certification for the Training of Trainers (TOT) necessary prior to implementation. Wyman maintains direct communication and obligation for both contractual and programmatic fidelity with the Certified Replication Partner.

**Certification Site Visit:** Occurs during the first contract year and every other year thereafter (i.e. Years 1, 3, 5, etc.) to ensure Certified Replication Partners are functioning at both contractual and programmatic fidelity per the terms of agreement. An 11-point checklist with specific criteria determines a Certified Replication Partner's status as ***certified***, ***provisionally certified*** or ***de-certified*** per the outcome of their review.

**Coordinator:** Assigned by the Certified Replication Partner to coordinate the Training of Facilitators, along with managing the daily administrative and direct service responsibilities of delivering Wyman's Teen Outreach Program®. Coordinators are also responsible for conducting a minimum of one visit to each club in their network per year.

**Facilitator:** The direct service provider facilitating TOP®. Facilitators are trained by a Wyman Certified Trainer. Certified Replication Partners are responsible for using discretion when selecting community area providers with the capacity to deliver the Teen Outreach Program® through trained facilitators. Recommendations for selection are defined in part by the Facilitator Job Description provided by Wyman.

**Fidelity:** The obligation to operate within Wyman's recognized and approved terms of agreement. This includes both contractual and programmatic fidelity as explicitly defined in the contract, training and as instructed regarding the certification site visit process.

**Field Observation:** A key learning opportunity initiated by Wyman or requested by the Certified Replication Partner to conduct an on-site visit exclusively for the purpose of attaining information suitable for case study, marketing and recommended practices to inform the National Network. This is not to be in any way considered or scheduled in place of the official Certification Site Visit that happens every other year as a requirement for re-certification.

**Partner Audit:** A site visit initiated by Wyman specifically when and where fidelity concerns have been flagged for further review including contractual, programmatic delivery, historical development of an undesirable trend, marketing, implementation design, data collection and/or management. Additional purposes of the audit include the testing of Wyman systems to observe whether there was clear and successful transmission of Wyman approved expectations and messages.

**Provider Organization:** An organization subcontracted under a certified replication partner to provide direct delivery of TOP<sup>®</sup> clubs.

**Technical Assistance (TA):** Includes, but is not limited to, the direct support needed to answer questions both during and after the contractual agreement period; delivered either online, by phone or on-site. TA also includes further clarification as needed to provide full partner service management appropriate in order to foster quality Certified Program Replications and enable Certified Replication Partners to achieve fidelity with the best practices for implementation and delivery.